



MATWATCH

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VOL. 4, NO. 13

APRIL FOOL-7

THIS WEEK'S

HEADLINES

HEYMAN TO HOST NEW SYNDIE SERIES

NEW YORK---Paul (E. Dangerously) Heyman has been signed by Syndamerica to host the new reality-based series DANGEROUS ASSIGNMENTS.

Heyman, who recently renewed his World Championship Wrestling contract for a second year, will do wraparounds for segments on the series, which will be an update of the old YOU ASKED FOR IT! program with Jack Smith.

Syndamerica is offering the series to local stations and reportedly has 30% of the country sold for a fall debut. In the pilot, Heyman recreates Evel Knievel's attempted jump over the Grand Canyon.

BUDDY ROSE SIGNED FOR WCW FEUD

ATLANTA---Playboy Buddy Rose has been signed for a post-Baltimore Great American Bash series against Dusty Rhodes.

Despite WCW chief Jim Herd professing no knowledge about the signing, insiders say the deal is done.

Reports are that WCW is negotiating with Ultra Slim-Fast as a corporate sponsor for the Rhodes-Rose series, which will headline at least 15 BASH cards after Ric Flair title defenses.

Will Be Pitched to Cable Systems

McMAHON TO ANNOUNCE THE WRESTLING CHANNEL

STAMFORD CT----Concurrent with his Titan Sports' move to a new multistory facility, WWF owner Vince McMahon is formulating plans for a new cable service, The Wrestling Channel.

Inside sources say McMahon will imminently be announcing details but MATWATCH has learned the following: The Wrestling Channel will feature WWF-exclusive matches from the extensive Titan tape library and initially offer 12 hours a day of programming from 6 p.m. to 6 a.m. Eastern time Monday through Friday and 12 noon through 6 a.m. on weekends. Titan eventually plans to expand the channel to 24 hours.

MATWATCH has been told the first six hours of programming will be replayed from midnight to 6 a.m. (ET) weekdays with a grab bag of programming on weekends. According to inside sources, the schedule will feature the following: (MONDAY-FRIDAY) 6:00 HULK HOGAN'S ROCK 'N' WRESTLING (reruns of the CBS cartoon series), 6:30 MEAN GENE'S MATCHUPS (Okerlund profiling key WWF matchups of the past week with interviews and a phone-in segment), 7:00 BEST OF TNT (repeats of the former USA/WWF talk/variety show), 8:00 PRIME TIME TONIGHT (edited, hour-long versions of the USA series beginning with the 1984 premiere with Jack Reynolds and Jesse Ventura), 9:00 COLISEUM CLASSICS (selections from the library of Coliseum home videos, only the finishes will not be shown), 10:00 BEST OF SUPERSTARS (New intros are cut for repeats of the WWF flagship series, beginning with episodes from WOR-TV's old CHAMPIONSHIP WRESTLING circa 1983), 11:00 McMAHON BEFORE MIDNIGHT (Vince with cable's first live nightly head-on challenge to Johnny and Arsenio).

The Monday night schedule will be repeated on Saturdays from noon to 6 and the Tuesday night schedule on Sundays from noon to 6. The Saturday night lineup: 6:00 WWF SATURDAY NIGHT AT THE ARENA (a two-hour complete airing of one of the past week's WWF arena shows to challenge TBS' WORLD CHAMPIONSHIP WRESTLING head-on), 8:00 MSG MEMORIES (Highlights from former Madison Square Garden matches dating back to 1980), 9:00 PINFALL WIZARDS (Alex Trebek hosts TV's first wrestling game show with wrestling and civilian contestants), 9:30

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Hopes to Bring New Image

JIM CORNETTE TO JOIN PBA TOUR

CHARLOTTE NC----After five months away from the nightly wrestling wars, former Midnight Express manager Jim Cornette has shocked ring insiders with his announcement that he will join the pro bowlers' tour, effective June 1.

Reached at his Charlotte home Sunday night, Cornette said he'd made the decision after much soul-searching. "Those guys need me," said Cornette. "Have you ever seen how ugly Pete Weber is? Did you see that guy Del Ballard Jr. roll a gutter ball three weeks ago and lose a tournament? A gutter ball? These guys look like they came from the gutter. They need somebody to do for them what Vince McMahon did for wrestling. I'm the guy."

Cornette, who has privately been a champion league bowler since 1982 in his off weeks from wrestling, will enter the \$125,000 Green Bay Michelin Open for his first tourney appearance. But he says he won't just be rolling down the lanes. "I'm going to replace that nothin'-happening Nelson Burton Jr. doing color with Chris Schenkel. He won't have to have the Roloids Tip of the Week any more because I'll have the Maalox Moment to show everybody what's wrong with their game. Schenkel and Burton? Reminds me of somebody married to Elizabeth Taylor. Del Ballard? Sounds like a brand of baking flour."

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WRESTLING CHANNEL SET FOR CABLE SYSTEMS

(Continued from Page 1)

WRESTLING CENTER (Chris Berman and Sean Mooney host a week-in-review news wrapup of WWF events), 10:00 THIS IS YOUR LIFE (Ralph Edwards brings his weekly surprise biographies to wrestling with a look back at the life of a different WWF personality every Saturday), 10:30 WRESTLEMANIA (Alfred Hayes hosts a weekly look back at two past WRESTLEMANIA events with reminiscences from the competitors), 11:00 McMAHON'S WEEKEND PARTY (best of Vince's weeknight series).

On Sunday nights, the schedule is: 6:00 WORLD/GEORGIA CHAMPIONSHIP WRESTLING: THE LOST EPISODES (Gorilla Monsoon hosts replays of 1982-84 era TBS matches which McMahon gained when he bought GCW in 1984. However, only matches featuring wrestlers currently in the WWF will air), 7:00 SUNDAY NIGHT AT THE ARENA (a live airing of a WWF arena show, blacked out in the home city and adjacent areas), 9:00 WEEKEND ENCORE (three hours of replays of WWF SUPERSTARS, WWF CHALLENGE and WWF SPOTLIGHT, on a two-week delay after their airing in syndication).

McMahon was not available for comment but insiders say he intends to proclaim TWC will have "the biggest audience in the history of basic cable television" and Monsoon believes with TWC "history will be made every night."

CORNETTE/PBA

(Continued from Page 1)

"The commentary on that show has stunk for years. Last week, Bo Burton said Marshall Holman 'had a lucky strike.' That's bad for kids, saying Holman took a smoke," said Cornette. "And Schenkel is older than Gordon Solie and more senile than David Crockett."

Cornette says he's been perfecting a way to convert the 7-10 split during his hiatus from wrestling and will unveil it during his first tournament. "I'll make them all forget there ever was an Earl Anthony," said Cornette. "Ever heard of a wrestler named Earl? You give me three weeks on ABC on Saturday afternoons and they'll never be the same. The only people quieter than a bowling crowd is a golf crowd and after I get through with the PBA, then I'll be hired to do the 16th hole at the U.S. Open. Won't that be a hoot?"

Calling for a need for more suspense in the PBA, Cornette says he is proposing the addition of a "Dusty finish" for each tournament.

"Yeah, a PBA official will spot the week's champion stepping over the foul line and disqualify him. Only, we won't tell the fans until the next week," said Cornette. "Get it? Make 'em mad so they'll keep tuning in."

BULLETIN

Shortly after this report was filed, Cornette's wife Kelly told MATWATCH she'd had to rush Jim to a Charlotte hospital with a possible heart attack. Kelly says it may stem from a report her husband received that Jim Herd is signing a three-year contract as PBA commissioner.

ABRAMS PROPOSES MERGER WITH WCW

PALMETTO FL---Universal Wrestling Federation owner Herb Abrams is calling for a merger of the UWF with World Championship Wrestling, Inc.

Sources close to Abrams say the colorful UWF chief believes his talent roster of Sonny Beach, S.D. Jones, Tom Brandi, Chris Michaels and Captain Bad would be tremendous additions to the WCW shows and feels a merger would give outstanding exposure to the UWF lineup.

UWF officials are said to be negotiating with Scott (Hog) Irwin to join the group after Bruiser Brody has reportedly rejected a bid.

Abrams is expected to offer another exclusive interview to LEGDROP editor Mike Sawyer, in which Mike plans to ask the promoter if he has found the "legions" of UWF fans described in Abrams' past interview.

LIVE WRESTLING TALK co-host R.C. Carter would have no comment on the Abrams situation. Carter is still sitting with a gag over his mouth after successfully guessing a category on THE \$100,000 PYRAMID: Things That Bounce.

Undisclosed Amount

BLANCHARD BIDS ON HERITAGE

PORT MILL SC---Fresh from seven months of evangelizing in churches throughout the Southeast, former NWA and WWF world tag team co-champion Tully Blanchard is heading a group of investors who want to buy Heritage U.S.A.

Blanchard wants to purchase the remaining assets of the former Jim Bakker-led ministry and begin his own satellite television religious network.

If successful in the buyout, Blanchard intends to rechristen the former PTL CLUB as T.B. FOR J.C. and will open periods for pledge donations. Blanchard is considering hiring former Baby Doll Nicola Roberts Smith to cry at the end of every telecast and reportedly will pray for Dusty Rhodes every day to ensure Dusty's name is mentioned on each broadcast.

At deadline, an address was not available for readers to send in donations to help the Blanchard effort become a reality.

NOTE TO MATWATCH SUBSCRIBERS

The preceding stories on pages one and two in this issue of MATWATCH, having been developed and created with careful consideration and execution, and having been spotlighted as if they were the top stories of the current week, would be quite enlightening and provocative if it were not for one thing---they are all P.F.: Purely Fiction.

So, to one and all who feel there's rarely a sense of humor in wrestling:

APRIL FOOL
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APRIL FOOL
APRIL FOOL

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(LPWA) - [LPWA TITLE]: Susan Sexton d. Lady X two straight falls but second fall by DQ, so X keeps belt; Bambi/Malaya Hosaka d. Bad/Black by DQ when Nasty Girls run in; (6-WOMAN) Sindee Paradise/Allison Royal/Alma Alvarez d. Nasty Girls/Comrade Orga by DQ; (LOUISVILLE SLUGGER) Chris Love tells Wally Karbo the tag title belts are cheap & he wants gold championship rings; Terri Power/Reggie Bennett d. Denise Storm/LaGata. RESTHOLD.

(PRO WRESTLING '91) - Norman d. Steve Lawler by DQ; Fabian d. Billy Black; (From LPWA/LPWA TAG TITLE) Queen's Court d. Team America to win belts; (CLASSIC/From Calgary) Bruce Hart/Owen Hart/Brian Pillman d. Bulldog Bob Brown/Sonny Myers/Ricki Starr; Joseph Magliano d. Mike Servich; (INTL) TNT d. Super Medico; (GA. TAG TOURNEY FINALS) PYTs d. Blazers but Gordon Clements will review tape. RESTHOLD.

(USWA/SYN) - [CHALLENGE]: Night Train Jackson d. John Tatum; (LT. HWT. TITLE) El Grande Pistolero d. Danny Davis w. feet on ropes; (TEXAS TITLE) Eric Embry d. Bill Dundee using chain; Billy Travis d. Awesome Kong by DQ when Pistolero runs in before Dundee saves; (SOUTHERN TITLE) Tom Prichard d. Jeff Jarrett to win belt when Embry coldcocks Prichard w. boot during ref bump. RESTHOLD-PLUS.

[BEST OF CHAMPIONSHIP]: Embry/Prichard attack Davis & Scorpion before their skedded match; (USWA TITLE) Jerry Lawler d. Terry Funk on quick count by Jackie Fargo to regain belt; Texas Hangmen d. Davis/Kevin Collins; Jarrett/Eddie Gilbert d. Steve Austin/Scorpion but Embry/Prichard run in after; Embry/Prichard d. Travis/Chris Frazier; (LT. HWT. TITLE) Pistolero d. Davis to win belt; Dundee d. Sgt. O'Reilly. RESTHOLD-PLUS.

(USWA/ESPN) - [COAL MINERS MATCH] Steve Austin d. Gary Young when Prichard climbs pole as Tojo Yamamoto distracts ref, grabs glove & tosses to Austin; [TEXAS TITLE] Embry d. Dundee w. chain; (CLIP) [USWA WORLD TITLE] Lawler d. Funk on quick count to win belt; [SOUTHERN TITLE] Prichard d. Jarrett when Embry uses loaded boot. BOMB...screw job in every match.

(LUCHA LIBRE) - Pirata Morgan/El Dandy/Octagon d. Fuerza Guerrera/Casanova el Vampiro Canadiense/MS I 2-3; Ringo Mendoza/Black Magic/El Rayo de Jalisco Jr. d. Pierroth Jr./El Gigante Kimala/El Satanico 2-3 by DQ when Kimala splashes ref El Gran Davis in 3rd fall; (NWA WORLD MIDDLEWEIGHT TITLE) Atlantis d. Emilio Charles Jr. 2-3 to keep belt; (MASK VS. HAIR) Perro Aguayo d. Konan el Barbaro 2-3 when Konan DQ'd for hitting ref (though he'd been dropkicked into Davis by Aguayo). Konan's mask tearfully removed by 6-year-old nephew & revealed as Carlos Santiago Espada. POWERSLAM-PLUS.

(UWF) - Viking d. The Lion; Bob Orton Jr. d. Terry Dooley; Iceman Parsons d. Louie Spicolli; (CAPT. LOU'S CORNER) John Tolos; Paul Orndorff d. The Intern; Don Muraco d. Cactus Jack by countout. Jack juices from piledriver on floor. RESTHOLD.

(WWF/USA) - [PRIME TIME]: Vince & Bobby in Las Vegas; [WM7 UPDATE] Stillframe highlights & Hogan victory celebration; (ANGLE) On way back to dressing room after title win, Sgt. Slaughter burns Hogan, chairs him 3 times, steals the WWF belt & decks cameraman; Jim Duggan d. Rick Saxon; Big Bossman d. Hercules by DQ when Paul Roma flies off top onto Bubba. Roma/

Herc work Boss over & tie him in chain for Heenan to slap & kick until Road Warriors save; Legion of Doom d. Mike Casey/Bob Bradley; The Berzerker d. John Allen; (MUSICAL GUESTS)

Bobby Wade & the Imperials sing "Signed, Sealed, Delivered" and "You'll Never Find;" Roma d. Shane Douglas; (MORE MUSIC) Koko B. Ware sings "Do the Bird" and "For the Good Times;" Hart Foundation d. Earthquake Tenta/Dino Bravo. 'Quake gives Bret aftershock but Neidhart chases Tenta w. chair; (GUESTS) Randy Savage & Elizabeth reviewing WM7 aftermath; Col. Mustafa d. Billy Burke & Sarge whips Burke after; (SEG) Randy/Liz slow dance; Kato d. Shawn Michaels when Pat Tanaka hits Shawn w. Fuji's cane as ref's back turned; (SKIT) Ted DiBiase racks up wins at slot machine; Koko d. Black Bart; (SEG) Heenan loses Rolex at blackjack table. POWERSLAM.

(WCW/SYN) - [WCW PRO]: Freebirds d. Tim Parker/Reno Riggins; (VIDEO) Nikita Koloff workout; Lex Luger d. Maggs; Tommy Rich/Big Josh d. Lou Fabiano/Pat Rose; (LARRY Z's LEGENDS) Sid Vicious taunts El; Owen Hart d. Keith Stark; Terrence Taylor d. Tom Zenk though ref doesn't see Zenk's foot on ropes; (W. WAR) Stan Hansen vs. Big Van Vader; (6-MAN) Dustin Rhodes/Young Pistols d. Magnum Force/Paul Lee; (REPLAY) Ron Simmons-Butch Reed brawl to pullapart; Sting/El Gigante d. Jim Boss/Jeff Sword. RESTHOLD.

[WORLD WIDE]: (6-MAN) Rhodes/Pistols d. Joe Cruz/Mark Kyle/Johnny Boyd; Hart d. Rose; Vicious d. Jamie McKinnon; Freebirds d. Brett Sawyer/Tommy Angel; Hansen d. Maggs; Bobby Eaton d. Fabiano after attack by Curtis Hughes; Gigante d. Boss but is taunted by Sid after. RESTHOLD.

(USWA/WMC) - Davis d. O'Reilly; (PIPKIN BUILDING) Jerry Lawler/Steve Keirn no contest vs. Embry/Prichard in bloodbath w. wild post-match; Embry/Prichard d. Bill Rush/Mickey Jay. Tom decks ref Paul Heyman Sr. after & they double piledrive Rush off the top. Rush stretchers; (ANGLE) Lawler demands match to retire Texas title Monday night vs. Embry; Texas Hangmen d. Night Train Jackson/Brian Collins; (PB) Hangmen d. Jarrett/Eddie Gilbert w. partner switch; (VIDEO) Gilbert in "Blaze of Glory;" Dundee d. Pistolero by DQ in 21 seconds when Austin/J.C. Ice run in & pound Bill to juice. J.C. slaps Bill until Jarrett saves; (VIDEO) Michael St. John profiles fans in Pipkin Building; Austin d. Jarrett by DQ when Dundee smashes Steve on outside w. 2x6. Bill/Jeff chase J.C. RESTHOLD-PLUS.

(WWF/SYN) - [SUPERSTARS]: Randy Savage as 3rd man in booth; {UPDATE} WM7 HIGHLIGHTS; Mountie d. Randy Yates; Bushwhackers d. Bob Holly/Mike Samples; Davey Boy Smith d. Doug Vines; (FUNERAL PARLOR) Percy invites guests to visit his coffin; Power & Glory d. Allen/Dale Wolfe; (SEG) Michael Wallstreet threatens people if they don't pay taxes by April 15; Ricky Steamboat d. Brooklyn Brawler; Muta d. Burke. RESTHOLD.

(WCW/TBS) - [POWER HOUR]: Pistols d. Joe Cezana/Rip Rogers; Rhodes d. Rose; Vicious d. Scott Allen but Brian Pillman chases Sid from gurney after; (From WME) Pillman double countout vs. Barry Windham; Windham d. Terry Bronson; (WNN) Gordon Solie w. Ron Simmons-One Man Gang standoffs; (W. WAR/WCW WORLD TAG TITLE) Freebirds d. DOOM for belts; (From PRO/WCW WORLD TAG TITLE) Steiners d. Freebirds to win belts; (From WME) Zenk/Eaton d. Landell/Taylor; Eaton d. Landell but decks Zenk when he comes to save from Taylor attack. DRAW-PLUS.

SCALE: PINFALL! - Must See. PILEDRIVER - Excellent. POWERSLAM - Good. DRAW - Average. RESTHOLD - Fair. BOMB - Poor. PLUS - Midscale rating.

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[WORLD CHAMPIONSHIP]: Taylor/Zbyszko d. Scott Sandlin/Chuck Coates; Big Josh d. Bill Ford; (DANGER ZONE) Paul E. with Koloff; Sting d. Hacksaw Higgins; Freebirds d. Carl Robertson/John Faulkner; Eaton d. Vines; Pillman d. Cruz; (SUPERSHOW PREVIEW) Solie w. Egg Dome ring intros; Steiners d. Jeff Stone/Brian Carr; (DUSTY'S ROADS) Windham hints Horsemen may go their own way; (WCW TV TITLE) Anderson draw vs. Rich; (ANGLE) Luger/Nikita brawl in crowd to pull apart; One-Man Gang d. Ricky Nelson; El d. Rogers. RESTHOLD.

[MAIN EVENT]: Hart d. Stark; Freebirds d. Riggins/Parker; Taylor d. Zenk despite Tom's foot on ropes; Sting/Gigante d. Boss/Sword; (W. WAR/U.S. TITLE) Luger d. Dan Spivey but Koloff decks Lex w. new belt after; (VIDEO) Koloff workout; Luger d. Maggs; (REPLAY) Barry/Arn attack Pillman. RESTHOLD.



1. Randy Savage, PTW: "Round of drinks for everybody. Put it on Vince McMahon's bill." 2. Savage, PTW, on WW7 aftermath: "When you put 2-and-2 together, some people get 4 but I came up with 22." 3. Chuck Woolery, LOVE CONNECTION on female contestant: "She hates any date who says he wants to go to professional wrestling." 4. Brian Pillman, WCW PRO: "In the spirit of Casey Kasem, there are four names on my hit list and there's not an M.C. Hammer among them." 5. Lance Russell, WCW PRO: "Michael (Hayes) is such a hot dog. Bring me the mustard." 6. Paul E. Dangerously, POWER HOUR, on Jim Ross's cold: "You should dress warmer. Why were you running around in your bikini briefs?" 7. Savage, WWF-SU: "The Bushwhackers can't help being in a state of confusion. They're used to themselves." 8. Savage, WWF-SU: "Sgt. Slaughter just set a new world record for backstabbing." 9. Paul E., WCW: "I spit in Missy's face one time and she thanked me. Her mustache was on fire." 10. Ricky Morton, WCW PRO: "A man's gotta stand for something or he'll fall for anything."

11. Dave Brown, WMC: "Eric Embry seems to have forgotten Alaska was admitted to the U.S. a few years ago. It's bigger than Texas." 12. Stan Hansen, WCW PRO: "Everybody knows I ain't no gift to women. I'm an old man and proud of it." 13. Ross, PH, on Sid Vicious: "You couldn't melt and pour him on El Gigante." 14. Ross, PH, to Paul E.: "You look like a little poodle." 15. Paul E., PH, on Terry Bronson: "He better call his older brother Charles if he's gonna stop Barry Windham." 16. Larry Zbyszko, WCW PRO, on Freebirds trying to rally fans: "It's like being on the Illinois Tollway. You just stay there." 17. Larry Z, WCW PRO: "We're not members of the clergy here. There's not time for mercy." 18. Steve Armstrong/Caller, GREAT AM FANS JAM: (CALLER) "Those announcers keep saying you're from the North." (SA) "Those guys lie a lot." 19. Windham, WCW, to Dusty Rhodes: "For somebody who used to have all the answers, you sure have a lot of questions." 20. Ross/Paul E., WCW: (JR) "There's no diapers big enough to fit you, so quit whining. (PE) "I'm sitting two feet behind you. Don't talk to me about diapers not fitting." 21. Ross, PWWY: "Sid Vicious needs a Stridex pad for his back, he has so many zits."

STRONGEST COMMENTS - 1. Roddy Piper, WWF-SU, on Mountie: "He's a great candidate for the LAPD." 2. Lance Russell, WRESTLING HOTLINE: (LR) "In just a few weeks, Mr. Jim Herd will be here to take your calls." (PE) "I better call that

number. That may be the only way I can get him on the phone." 3. Embry, WMC, on Memphis females: "They look like a bunch of hog farmers." 4. Ross, PH, on Paul E.: "Ninety-eight percent of the people know you're lying. The other 2% are institutionalized." 5. Larry Z, FANS JAM, on Hulk Hogan: "He must have run out of steroids." 6. Paul E., WCW: "You're saying Flyin' Brian doesn't quit like Bo Jackson."

QUESTIONS OF THE WEEK - 1. Heenan/McMahon, PTW, on Bobby Wade/Imperials: (BH) "Aren't these guys a backup group for Jim Nabors?" (V) "Jim Nabors?" 2. Heenan, PTW, on Savage: "What is this? He gets to dance with Elizabeth and I get to dance with Koko?" 3. Paul E., PH: "What do you think I amstupid?" 4. Paul E., PH: "Who does Dusty Rhodes think he is? Dr. Ruth?"

MARC LOWRANCE AWARD - Embry, WMC, on piledriver victim Bill Rush: "He might be dead."

GEOGRAPHY LESSON - Lawler, WMC: "The biggest city in Texas is named after a Tennessean---Sam Houston. If it weren't for him, Eric Embry, you'd be a Mexican."

BEST PICTURES - 1. LUCHA LIBRE, Konan's nephew unmasking his uncle. 2. PTW, Heenan dancing with nightclub patron. 3. PTW, Heenan doing "The Bird." 4. PTW, McMahon doing "The Bird." 5. PTW, Randy & Liz dancing. 6. WMC, Lawler/Keirn vs. Embry/Prichard bloodbath. 7. WCW PRO, Hughes posting Zenk. 8. WCW PRO, Owen Hart's fly through ropes on Stark. 9. WCW, closeup of Bobby Eaton punching Doug Vines.

NICKNAMES OF THE WEEK - 1. ERECTUS ("Sid Caesar" on Heenan). 2. DUSTY RHODES JR. (Hansen on Dustin). 3. THE GREAT RATIONALIZER (Ross on Paul E.). 4. BIG JERK (Paul E. on Josh). 5. THE CINCINNATI KID (Ross on Pillman). 6. DIRT BIRNBAUM (Paul E. on WCW director Dan Bynum).

BLOOPER AWARDS - 1. Tony Schiavone, WWW, for calling Jamie McKinnon "MARTINEZ." 2. Hansen, WCW PRO: "PRYIN' Brian."

DREADED GLITCH AWARDS - 1. WCW, for labeling Carl Robertson as ROBERTS. 2. WCW, for plugging GREAT AMERICAN FANS JAM five nights too late.

ALL-CLICHE TEAM - 1. Solie, WWW: "...biting off more than he can chew." 2. Russell, WWW: "...all she wrote." 3. McMahon, WWF: "...fight fire with fire." 4. Lawler, WMC: "...go out in a blaze of glory." 5. Larry Z, PH: "...out of the blue." 6. Flair, WCW: "To be the man, you gotta beat the..."

BEST PROMO - TBS, for "Swing Is in the Ring" WCW spot.

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Still Working, Speaks of WWF

**SID APPEARS TO BE
ON THE ROPES**

ATLANTA----Negotiations with two-year WCW veteran Sid (Eudy) Vicious have reached an impasse and a meeting this past Monday was likely to decide the fate of the Alabama native's days in World Championship Wrestling.

A key WCW insider told MATWATCH last week, "He wants to go to the WWF, makes no bones about it and he also wants the summer off." Vicious' WCW contract expires in September. The source also did not dispute Eudy's demands for a \$350,000 salary as reported two weeks ago. WCW is said to be prepared to offer Eudy in the \$250,000 range.

Vicious is slated to face El Gigante at the May SUPERBRAWL. While one insider told MATWATCH that bout is still on, another says the bout is in jeopardy because Vicious reportedly said he'd "have to check with Vince (McMahon)" if he could do a job for Gigante before a fall WWF debut. Vicious is expected to work summer Japan dates.

PAUL E.'s NEW DEAL: Mr. Heyman has signed another one-year deal to continue as a WCW announcer. Ron Simmons has finally re-linked for another two years amid a probable major push.

BARRY IN MAY: Barry Windham's contract expires May 1. WCW expects to re-sign him, though it isn't etched, because of his relationship with Dusty Rhodes and Terry Allen.

WCW IN CHARLESTON: A near-sellout of 4,200 showed up for the Friday night show. Sid did the job for Lex Luger in one of the few clean finishes of the night.

SOME FUNNY MOMENTS: Diamond Dallas Page did a triple take after the Freebirds' music did not play after three tries. But an even wilder moment was during the Simmons-Butch Reed brawl when it spilled onto a ringside table. Ron tossed the bell in the air and it went in the crowd. An elderly gent grabbed it and rang it three or four times.

LADIES IN ALPHARETTA: Terri Power, Lady X, Lelani Kai and Bambi crossed over from LPWA to appear at the Georgia All-Star taping Sunday in Alpharetta. PRO WRESTLING '91's Scott Hudson and Steve Prazak enjoyed their recent pizza date with Terri.

WRESTLEMANIA VII POLL: We didn't get a real groundswell of calls on it: about 128 with 43% calling it a good show, 48% bad and the other 9% average or so-so. At least 25 folks wrote or called to tell us they weren't buying it.

TERRY FUNK'S LEAP: Terry Funk's appearance on NBC's QUANTUM LEAP is tentatively scheduled during the May sweeps. Terry has been telling some folks his bout with Scott Bakula is a "Match of the Year" candidate.

FANS JAM FOLLIES: One funny segs on THE WRESTLING HOTLINE GREAT AMERICAN FANS JAM II came when a caller from Tupelo MS nagged the Young Pistols about why they were "from the North." Steve & Tracy tried to explain their Southern roots but the caller insisted "well, they say you own a farm in Wyoming." Said Tracy: "I didn't know Wyoming was in the North."

Despite "Largest-Ever" Claims

**WM7 DRAWS LOWEST
BUY-RATE EVER**

NEW YORK---Despite repeated claims of drawing "the largest pay-per-view audience in the history of pay-per-view," the World Wrestling Federation's WRESTLEMANIA VII appears to have attracted the lowest buy-rate percentage of any of its past flagship extravaganzas.

A survey of leading cable operators last week indicates the WM7 subscriptions will fall between a 2.8 and 3 per cent figure. That's well down from last year's 3.8% and sharply down from the 1988 and 1989 shows which faced head-on basic cable competition from the NWA.

Complete figures will not be available for 60 days but if WM7 finishes with a 3% rate of 13.3 million unduplicated pay-cable homes (those which do not have both Request TV and Viewer's Choice), it will register 400,000 buys or a \$12.4 million gross (Titan Sports would eventually get a \$5 million share after cable splits).

KEEPING FAITH: Jim Herd told us last week Reed will fulfill his commitments against Simmons through May before being granted a 60-day leave of absence to settle personal matters.

THE BERSERKER?: Questions have been raised over Vince McMahon's use of the name THE BERSERKER for John Nord. Seems the name is used for a character in a no-brand video wrestling game on which McMahon does not have copyrights.

MONDAY IN MEMPHIS: Jerry Lawler declared Saturday Monday night would be his "absolute last match" for a while. He demanded an extra match on the card against Eric Embry for the Texas title and vows to retire that belt. But what you want to bet that title won't be "retired" in Dallas?

ALSO MONDAY: An "Anything Goes" match with Lawler/Steve Keirn vs. Embry/Prichard; a Southern title bout with Prichard defending vs. Jeff Jarrett; Jarrett/Eddie Gilbert vs. Texas Hangmen with 2 referees; a karate glove rematch with Uptown Bruno vs. J.C. Ice (Bill Dundee in Bruno's corner); a "title-vs.-hair" match with El Grande Pistolero vs. Night Train Jackson; and Dundee in a "first blood" match vs. Steve Austin.

OUR CONDOLENCES: To Samuel F. Kent of PRO WRESTLING '91 & WVEU-TV's SATURDAY NIGHT SUPERSTARS in the recent death of his mother. Our sympathies and concerns go to Sam and his family.

OWEN ALREADY OUT: The WCW stint of Owen Hart is a short-lived one. Owen told the brass of all his international commitments over the next months and by mutual agreement, he'll reportedly be finished in two weeks. WCW would have had fewer dates with Owen than with Stan Hansen and Big Van Vader.

SWS/TITAN: The hype was heavy on the SWS/WWF Japan show while the WCW (pardon me, they called it NWA over there) & New Japan effort was selling the tickets. I'm told as of last week, only 18,000 tickets had been sold for the Titan show.

A SECOND LOOK: We'll analyze the WM7 buy-rate (see above) next week but initially, I'm not surprised. We predicted as much six weeks ago. No doubt, \$30 is too high. Between those passing on it because of burnout or irritation with the angle and those pooling the cost in parties, there's your story.

(Continued from Page 5)

WWF CLEANS HOUSE IN NIELSENS

In typical WRESTLEMANIA day fashion, the two WWF series on USA dominated the weekly Nielsen cable ratings for the week ending March 26th.

ALL-AMERICAN WRESTLING matched its WM Day figure of last year with a 3.3 rating and dominant 9.3 per cent share of audience, even with the NCAA regional finals opposite on CBS.

The post-WM7 edition of PRIME TIME WRESTLING was one-tenth off last year's edition with a 3.2 in the first Tuesday night edition for PTW. Ironically, the World League of American Football game in PTW's old Monday night slot only pulled a 1.6/2.4 for its three hours.

WORLD CHAMPIONSHIP WRESTLING was again the top show of the week for TBS with a 2.8/5.6, up 4% from the previous week. WCW MAIN EVENT matched its March 10 numbers with a 2.7 and slightly higher 5.5 share.

Another bright spot for TBS was the WCW POWER HOUR topping a million homes for the third time in five weeks, checking in with a 2.0.

CABLE

Week Ending March 26	Rating	Share	Total Homes
WWF ALL-AMERICAN (USA 3/24)	3.3	9.3	1.82 million
WWF PRIME TIME (USA 3/26)	3.2	5.3	1.75 million
WCW WORLD CHAMPIONSHIP (TBS 3/23)	2.8	5.6	1.58 million
WCW MAIN EVENT (TBS 3/24)	2.7	5.5	1.43 million
WCW POWER HOUR (TBS 3/23)	2.0	7.4	1.13 million

Jim Ross & Paul E. are moving back to ringside for the commentary on WCW as they did Saturday night because the crowd ambience is better...On the Egg Dome show on pay-per-view Sunday night, Tony Schiavone will do play-by-play and Ross color.... Enjoyed being on WBAU-FM's MAIN EVENT talker Saturday afternoon....The Lawler/Keirn vs. Embry/Prichard match on WMC Saturday was one of the bloodiest in recent memory....THE JERRY LAWLER SHOW, WMC's wrestling/public affairs/talkfest, celebrated its 400th episode with a one-hour special....Expect a major new hour-long wrestling radio talkfest to debut in May which will be available to most of the Eastern half of the country....April 28, TBS will have a two-hour WCW MAIN EVENT which will culminate a three-week program involving Brian Pillman and the Horsemen. Pillman teams with El Gigante and Sting vs. Arn Anderson/Barry Windham/Ric Flair....Junkyard Dog meets One-Man Gang on the same show in a match I'm told is better than you think....Building up to the 6-man will be Pillman-Anderson and Pillman/El vs. Arn/Barry matches....Also upcoming on WCW will be the first interview by Dusty Rhodes of Flair....Saturday on WCW, you'll have Sting/El vs. Arn/Sid Vicious, Nikita Koloff in a handicap match and Taylor/Zbyszko vs. Zenk/Eaton.

**TUBE
TALK**

KEEPING QUIET: On the WMC/USWA show, never a mention has been made of having the last-ever match at Mid-South Coliseum

SUNCOAST TOURNEY: A crowd of 325 saw Pull Force d. Masked Superstar for the Suncoast Pro Florida title Saturday night in the final of a one-night tourney. Nasty Ned Brady kept his Southern belt in a double DQ vs. Dick Slater.

CORNY ENOUGH?: Serious talk continues about trying to get Jim Cornette back to WCW. He's still a favorite of Dusty's and I'm told the differences with Herd are not insurmountable.

SNAKE SHOCK: Upcoming on WWF TV: an Earthquake-Jake Roberts match where Tenta ties up Jake, gets Damien out of the bag and gives the snake an aftershock. Great stuff, eh?

A LOOK BACK: Next week in MATWATCH, an interview with one of the legends of Alabama-Tennessee wrestling, Len Rossi, who is now in the health food business near Nashville.

BOB'S BACK: Bob Caudle isn't gone. He will soon return as host of the syndicated WCW PRO. Don't know if Lance Russell drops off the air altogether or will concentrate strictly on administering THE WRESTLING HOTLINE, which he so capably does

THE PHANTOM MEETING: Followup to last week's story on the announced plan for a Buddy Rogers-Bruno Sammartino meeting for the UNF pay-per-view. Not only did Rogers not know of it, neither did Bruno, according to a trusted source.

A FOLLOWUP: After WCW Saturday night was the Alfred Hitchcock movie, "Mirage," which featured a segment where Jack Weston asks Gregory Peck to watch wrestling from Chicago. Says Weston: "People say it's fake but so's everything else."

WE GOOPED: When we're wrong, we do not hesitate to say so. Some took offense at our comparison of Lou Ferrigno's sounding like Andre at WM7. I was not aware of the man's almost life-long hearing problem which affects his speech and our comment, accordingly, was insensitive. Our sincere apology is offered.

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